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PACKAGING

THE CAHNERS MAGAZINE FOR DECISION MAKERS SEPTEMBER 1987

Packaging's 1987 Awards

WestPack Show Planner

New Cushioning Fights Fire

Motor Oil Comes In Cartons

Re-Mi Foods Runs High-Speed Line

How To Apply New Technology

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SQUEEZE BOTTLE SCORES HIGH IN CONVENIENCE

Lowest rating given to "value for the money"

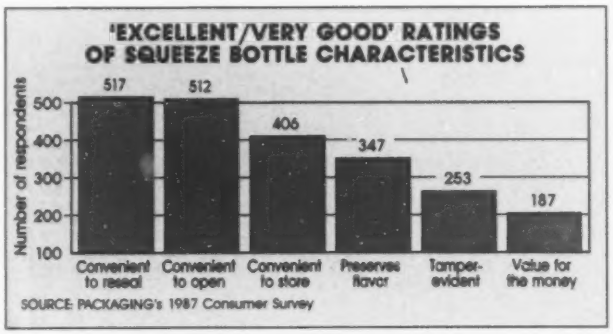
In a recent PACKAGING magazine survey, "excellent/very good" ratings of the food squeeze bottle varied significantly within six categories.

In terms of convenience of opening and resealing, the squeeze bottle was rated excellent or very good by more than 70 per cent of the 721 survey respondents—the highest percentage for any attribute.

More than half of the total number of respondents gave the package highest marks in the "convenient to store" category. Fewer than half rated the squeeze bottle as highly for its ability to preserve flavor of the food product.

It was in the category "value for the money," however, that the squeeze bottle scored fewest "excellent/very good" ratings—just slightly more than 25 per cent.

The survey, conducted by PACKAGING in conjunction with NFO Research, Inc., was sent to 1,000 consumers.



DEMAND FOR BEVERAGE CONTAINERS TO RISE

Soft drinks account for most of overall growth

United States demand for beverage containers will rise significantly through 1995, according to a recent study by the Freedonia Group, Cleveland.

Total demand for containers for the beverages studied is expected to increase from 143.4 billion units in 1986 to 170.3 billion in 1995. The beverages are food beverages—defined as milk, juice, coffee, tea, bottled water and other noncarbonated drinks—beer and soft drinks.

During that time, beer container demand will fall slightly and food beverage container demand will remain nearly flat. Demand for soft-drink containers will account for almost all the increase, rising from 57.6 billion units in 1986 to 80.6 billion units in 1995. The reasons for the sharp increase in soft drinks, according to the report, are the addition of fruit juices to these drinks and other marketing concepts that are generating increased interest among "baby boom" consumers.

The study said container growth will be held down because of maturing end-use markets, the general trend toward larger-volume containers, and the continued decline of glass containers. Growth will be strong in aseptic packaging and plastic containers. Unit shipments of metal cans are also expected to remain strong.

PACKAGING LEADTIMES (in weeks)

	July '87	June '87	July '86
Metal cans	3.3	2.9	2.6
Composite cans	2.5	3.4	3.4
Glass containers	4.1	4.4	5.1
Plastic bottles	3.7	3.4	3.5
Plastic film	3.6	3.1	3.4
Laminates	4.3	4.4	4.6
Corrugated containers	2.7	3.2	3.0
Multiwall bags	3.8	4.2	3.5
Kraft paper	2.7	3.4	2.8
Folding cartons	3.6	4.7	3.5
Fiber drums	2.8	3.5	2.9
Industrial crates	2.6	3.2	2.9
Strapping	2.5	2.5	2.6
Steel drums (shipping)	2.8	2.5	2.9
Pallets	2.7	2.6	2.9

Source: Purchasing, a Cahners publication

TRANSACTION PRICES

	July '87	June '87	July '86
Aluminum can stock ($/lb.)	1.08	1.00	.97
LDPE/liner($/lb.)	.34	.33	.26
LDPE/clarity($/lb.)	.35	.34	.28
LLDPE/butene($/lb.)	.35	.32	.25
LLDPE/octene($/lb.)	.45	.42	.30
HDPE/blow molding($/lb.)	.36	.34	.29
HDPE/film grade($/lb.)	.36	.35	.34
Polystyrene/general purpose($/lb.)	.55	.54	.31
Polystyrene/impact($/lb.)	.58	.57	.33
PVC/general purpose($/lb.)	.35	.34	.29
PP/homopolymer($/lb.)	.43	.38	.33
PP/copolymer($/lb.)	.53	.48	.43
ABS($/lb.)	1.07	1.07	.98
Unbleached kraft/shipping sack($/ton)	460	460	400
Unbleached kraft/grocery sack($/ton)	400	400	340
Linerboard, 42 lb. east($/ton)	350	350	350
Linerboard, 42 lb., west($/ton)	350	350	320
Corrugated med., semichemical($/ton)	320	320	280
Recycled folding boxboard, clay coated($/ton)	430	430	375
Recycled folding boxbd., chipbd.($/ton)	340	340	290
Bleached kraft, folding carton($/ton)	630	630	590

Source: Purchasing, a Cahners publication

POLYPROPYLENE DEMAND EXPECTED TO BE STRONG

New technology leading to "exciting" packages

Global demand for polypropylene is seen growing at an average annual rate of 5.5 per cent through 1990 by SRI International, Menlo Park, Calif.

A new study by the nonprofit think tank noted that recent advances in both resins and fabrication technology have placed polypropylene on the brink of exciting new packaging applications.

Sarah Soder, SRI senior consultant and author of the study, said, "The polypropylene business should provide excellent opportunities for entirely new areas of product development, as well as numerous areas for improved resin performances within existing markets."

She added, "As creative new ways of dispensing products are developed, well-established markets such as injection-molded caps and closures will expand. New uses of polypropylene in monolayered, laminated, and coextruded films will extend the traditional polypropylene film market."

MORE STATS . . .

By 1991, **co-extruded films** will have captured 25 per cent of the polyethylene film market and surpassed 2 billion pounds of resin consumption, said Phillip Townsend Associates, Houston, Texas. Between 1986 and 1991, the company's report said, consumption of polyethylene resins for film applications will rise from 7 to 8.5 billion pounds . . . **Consumer prices** are expected to rise 3.4 per cent in 1987 and an additional 4.1 per cent in 1988 according to Cahners Economics . . . Market share of **plastics in the United Kingdom** packaging industry stands at 25 per cent, according to the U.K. Institute of Packaging . . . The Society of the Plastics Industry, Washington, D.C., said that **U.S. production of plastic resins** in the first quarter of 1987 totaled more than 15.6 billion pounds, an increase of 8.7 per cent over the same period last year.